

MAZDA

"Not the name of a thing but the mark of a Service"

Lifting the Veil that Hides the Perfect Light

Little by little to unveil the perfect light—little by little to make electric lighting better and brighter and lower in cost—this is the mission of MAZDA Service.

And it is for this that the chosen corps of experts in our Research Laboratories at Schenectady labor in many fields of science—keeping in touch with the foremost of Europe's lamp investigations—experimenting—studying—testing—searching incessantly for new thoughts, new ideas, new ways of bringing closer the perfect light mankind has sought so long.

Already this united, many-minded effort has achieved such triumphs as the MAZDA Lamp we know today—the lamp that in its larger sizes gives twice as much light as early tungsten lamps without using any more electricity. And yet the labors of MAZDA Service are but *begun*. For MAZDA Service must go on until the perfect light is reached.

Thus MAZDA etched upon a lamp becomes not the name of a thing but the mark of this ceaseless service in the quest of better light—signifying that the lamp embodies the latest discoveries of this world-wide investigation, communicated to its makers by MAZDA Service.



GENERAL ELECTRIC COMPANY

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